

Members

Rep. Robert Bischoff, Chairperson  
Rep. Terry Goodin  
Rep. Phyllis Pond  
Rep. William Ruppel  
Sen. James Merritt, Vice-Chairperson  
Sen. David Ford  
Sen. Allie Craycraft  
Sen. James Lewis



## INDIANA STATE FAIR ADVISORY COMMITTEE

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Authority: IC 15-1-1.5-4

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### MEETING MINUTES<sup>1</sup>

<b>Meeting Date:</b>	<b>September 5, 2001</b>
<b>Meeting Time:</b>	<b>1:00 P.M.</b>
<b>Meeting Place:</b>	<b>Indiana State Fairgrounds, 1202 E. 38th Street, Board Room, Administration Building</b>
<b>Meeting City:</b>	<b>Indianapolis, Indiana</b>
<b>Meeting Number:</b>	<b>2</b>

**Members Present:** Rep. Robert Bischoff, Chairperson; Rep. Phyllis Pond; Rep. William Ruppel; Sen. James Merritt, Vice-Chairperson; Sen. David Ford; Sen. James Lewis.

**Members Absent:** Rep. Terry Goodin; Sen. Allie Craycraft.

Representative Bischoff, Chairperson of the Committee, called the meeting to order at 1:10 p.m.

### OLD BUSINESS

#### Report on the 2001 Indiana State Fair

William Stinson, Executive Director of the Indiana State Fair, gave the report and furnished the members with Fairgrounds 2000-Indiana State fair Update (Exhibit A.) The Fair's attendance did drop to 731,592 this year, presumably due to inclement weather at the

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<sup>1</sup> Exhibits and other materials referenced in these minutes can be inspected and copied in the Legislative Information Center in Room 230 of the State House in Indianapolis, Indiana. Requests for copies may be mailed to the Legislative Information Center, Legislative Services Agency, 200 West Washington Street, Indianapolis, IN 46204-2789. A fee of \$0.15 per page and mailing costs will be charged for copies. These minutes are also available on the Internet at the General Assembly homepage. The URL address of the General Assembly homepage is <http://www.ai.org/legislative/>. No fee is charged for viewing, downloading, or printing minutes from the Internet.

beginning and ending days of the Fair. Mr. Stinson stressed that this number still is the third highest number recorded. Public interest was high in the miniature White House, and "Little Hands on the Farm" continued to be very popular. The Fair's marketing department came up with that concept several years ago, and it has been sold to other Fairs. The miniature White House may return next year, when interest is still high; the cost is about \$80,000. Spot interviews of the public showed that some had come to the Fair with the specific intent of seeing this exhibit.

Because this year there has been an international fear of foot and mouth disease among livestock, Senator Ford asked about the Fair's contingency plans for disease outbreaks among animals, and contingency plans for human emergencies. Mr. Stinson answered that for a human emergency, the Indiana State Police are assigned to the Fair, and if a quarantine is necessary, one of the livestock buildings could be cleared. Testing would be performed in about a day, and if needed, there is a slaughterhouse available upon call.

Representative Pond mentioned that she enjoyed the beekeeper demonstration, and Mr. Stinson commented that it is one of the new attractions that the Fair is always trying to initiate. He mentioned that the public commented favorably upon the new State Fair Gardens, the North Side Plaza projects, and the new sod and sidewalk in place for this year.

A discussion then followed concerning grandstand music acts. Mr. Stinson explained that it is difficult to book major acts for the Fair, as many performers try to be booked in larger venues. This year, WFMS radio booked Kenny Rogers and produced the show, and then it split sponsorships for some free tickets to the public. Representative Bischoff commented that a fair's entertainment is one of the biggest draws to a fair of any level, and Mr. Stinson agreed. It appears that contemporary Christian music and urban gospel performance were also draws.

Representative Ruppel expressed appreciation for the staff at the Fair. Mr. Stinson explained that there are about 60 year round staff, and the number swells to between 1000 and 1100 during the fair. There are a number of tickettakers who return to work year after year, and there are second and third generation families of workers.

#### Center for Agricultural Science and Heritage (C.A.S.H. aka The Barn)

Betsy Kranz, the Executive Director of the Center for Agricultural Science and Heritage (The Barn), spoke to the Committee concerning its projects and future plans. Currently, the Barn is involved in fundraising on the private side, and has received contributions from DowAgra, Pioneer Hybrids, and Beard Industries, from Frankfort, Indiana. It has had some success with direct mail solicitations to specific groups, and has received grants from the Indianapolis Foundation. Ms. Kranz furnished the Committee with a list of its Board of Trustees and Board of Directors, and other information concerning its plans and activities (Exhibit B ). She introduced Bob Eddleman, a member of the Board of Directors. The Barn has an Education Specialist on staff for the last year, doing outreach with over 1200 youth and some adults. Teachers seem interested in the biotechnology component of the Education Specialist's program. The Normandy Barn is open to the community for meetings and receptions, and recently there was an art exhibit there. The Barn has received a gift of agricultural photos dating back as far as 100 years that will be used as a curational study tool. Longer term plans include working with the calcium initiative and becoming involved with a consortium of agricultural pursuits to share traveling exhibits.

Three of the pending capital matters are the Education Center, the Farmer's Market, and the Agricultural Business Complex, to be located on the 23 acres of the former IUPUI

campus.

#### Indiana State Fair Commission

John Goss, the Lieutenant Governor's representative to the Indiana State Fair Commission, gave the Committee copies of the June 18, 1998 Fairgrounds 2000 Plan (Exhibit C). He drew the Committee's attention to the proposals in the Plan, and stated that over half of them have already been completed. A combination of gaming revenue and appropriations from the Legislature have funded the projects. The Commission may need to borrow money in 2002 to finish the major building projects, including the cattle barn and the East Pavilion. The Commission is asking the Committee to assist in appropriations from the General Assembly in the future. A discussion then ensued regarding the 4-H dorm building, including the possibility of using it or its site for a hotel, and whether a hotel might be better sited at the corner of 38th Street and Fall Creek Parkway. If the latter is more feasible, Senator Ford believes an agreement with the hotel management would have to include the use of the hotel for the month of August for Fair usage. Representative Ruppel believes if the hotel were located on the outside locale, the 4-H area might be demolished and a new exhibition hall be located there. Mr. Goss agreed to produce an update of the 1998 plan and present it to the members before the end of the fall.

The Committee set its third meeting for October 18, 2001 at 1:30 p.m. at the Center for Agricultural Science and Heritage, 1201 E. 38th Street, Indianapolis, Indiana, and its fourth meeting at the Indiana State Fairgrounds, Board Room of the Administration Building, on October 29, 2001 at 1:00 p.m.

There being no further business before the Committee, the meeting was adjourned by Representative Bischoff at 2:56 p.m.